

J-3-J		1/23/98	
SUBJECT: Price Increase			
DISTRIBUTION:			
<u>X</u> AVP	<u>X</u> KAM	<u>X</u> DM	
<u>X</u> RSM	<u>X</u> AM	<u>X</u> RM	
<u>X</u> RBM	<u>X</u> AE	_____ Sales Rep	
<u>X</u> ROM		_____ Retail Rep	

25¢ / Ctn

The following is the text of a Western Union FAX/Mailgram sent today January 23, 1998, to our direct domestic tax paid customers shipping address locations only (Military and Institutional Accounts excluded).

Region Operations Managers should voicemail this information to Division Manager, Entry Level Managers, and Sales Reps, followed up with a hard copy.

RJR personnel with account responsibilities should contact key wholesale and retail personnel as applicable.

Program Contact: Ray Gomez, Ext. #2928

R. J. REYNOLDS TOBACCO COMPANY

51859 4851